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## ABSTRACT OF THE DISCLOSURE

A method of detecting the presence of an analyte of interest in a sample, the method comprising the steps of: providing a first surface having reversibly immobilised thereon a displaceable moiety; exposing the first surface to a sample comprising the analyte of interest, the analyte of interest specifically displacing the displaceable moiety from the first surface in an affinity-related manner; causing the displaceable moiety displaced from the first surface to contact a second surface bearing a capture moiety which specifically binds to the displaceable moiety, so as to capture the displaceable moiety on the second surface, the capture generating a detectable signal; and detecting the signal; wherein the detection is performed by means other than SPR, and wherein the displaceable moiety cannot generate the signal which is detected in the assay unless and until the displaceable moiety is captured on the second surface.

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